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ABSTRACT

This annotated bibliography of 76 citations and abstracts focuses on communication with, by, and about the elderly. Publications span the period from 1949 to 1987. References to convention papers and materials that have not been published have been included only if available through the ERIC Document Reproduction Service or a similar organization. Media (broadcast, print, interpersonal communication, and multiple media), research, subject, author, and journal indexes are included. (MM)

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COMMUNICATION, MEDIA AND THE ELDERLY:

An Annotated Bibliography

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R. Irwin Goodman

The Communication Research Center
The Gerontology Resource Center

Brigham Young University

September 1988

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Dedication

This bibliography is dedicated to **Dr. Phileon B. Robinson.** Phil is a highly respected professional in the fields of adult education and gerontology. Throughout his long and distinguished career he has been a true friend to the elderly, young children, and everyone in between.

Preface

The focus of this bibliography is on communication with, by, and about the elderly. Both communication through media as well as interpersonal means are included.

Publications spanning 40 years are included. The earliest is a 1949 article by Wilbur Schramm and the most recent was published in December 1987. There is no doubt that important articles, monographs, books and other materials have been overlooked. References to convention papers and materials that have not been published have been included only if available through the ERIC Document Reproduction Service or some other organization. We would greatly appreciate learning of any publications that should be included in the next annual update of this bibliography. Corrections and suggestions would also be appreciated.

The superb assistance of Michelle K. Derr, Kirsten Schull, and Kari Holladay in abstracting, compiling, organizing, and editing this material is gratefully acknowledged.

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CITATIONS AND ABSTRACTS

Abrams, M. E. (1981). Religious broadcasting: A Q-methodological study of elderly audience. Dissertation Abstracts International, 43(1), 7.
Describes a Q-methodological study regarding uses and attitudes toward religious broadcasting. Four elderly audience types emerged.

Adams, M. (1973). Reaching the retired: A survey of the media habits, preferences and needs of senior citizens in Metro Toronto. Ottawa: Toronto Area Presbytery, United Church of Canada.
Using a variety of research procedures, the media programming needs and preferences of seniors citizens in Toronto were investigated.

Adams, M., & Groen, R. (1975, April). Media habits and preferences of the elderly. Journal of Leisurability, 2(2), 25-30.
Elderly cite newspapers, radio, and TV as major media preferences. Few differences among age, income, health, or ethnic groups.

Anderson, J. E. (1962). Aging and educational television: A preliminary survey. Journal of Gerontology, 17, 447-449.
Audience survey of special interest programs on aging conducted. Concludes that the use of such programs for dissemination of information was fruitful.

Ansello, E. F. (1977). Age and ageism in children's first literature. Educational Gerontology, 2, 255-274.
Survey of children's first literature books to determine the extent of ageism, behaviors, and descriptions of older characters. Findings are placed in etiological perspective.

Arluke, A., & Levin, J. (1982, Winter). Second childhood. Public Communication Review, 1(2), 21-25.
Ageism (negative stereotyping of the elderly) is reinforced by television and newspapers. Efforts need to be made to change the media's demeaning portrayal of old age.

Arnoff, C. (1974). Old age in prime time. Journal of Communication, 24(4), 86-87.
Aging in prime time television portrays older adults negatively and shows aging in a negative light. Data pertaining to age in the Cultural Indicators Index of the University of Pennsylvania analyzed.

Ashmore, H.S. (1975). Commercial television's calculated indifference to the old. The Center Magazine, 8, 18-20.
Television programmers neglect targeting the elderly in favor of the more economically profitable younger viewing population.

Atkin, C. K. (1976). Mass media and the aging. In H.E. Oyer and E.J. Oyer (Eds.), Aging and Communication, (pp. 99-118). Baltimore: University Park Press.

A review of the research on elderly people's exposure and response to mass media messages. Also, an overview of current information about media and aging.

Balanoff, N. (1966). A communication patterns study of retired faculty from selected Missouri institutions of higher learning. Dissertation Abstracts International, 27, 67-4205. (University Microfilms No: ED 027 498.)

Communication patterns study of retired faculty of Missouri colleges and universities. Top preferences (in order) are face to face communication, telephone, books, TV, radio, newspaper, etc. Age, sex, health, income factors are also discussed.

Bandy, P., & President, P.A. (1983). Recent literature on drug abuse prevention and mass media: Focusing on youth, parents, women and the elderly. Journal of Drug Education, 13(3), 255-271.

Reviews recent literature of mass media campaigns and approaches concerning drug abuse prevention aimed at youth, parents, women and the elderly.

Barnum, P. W. (1977, January). The aged in young children's literature. Language Arts, 54(1), 29-32.

Juvenile literature survey reveals negative portrayal of the elderly. Suggests this helps produce or reinforce society's negative stereotypes about old age.

Barton, R. L., & Schreiber, E. (1978, Fall). Media and aging: A critical review of an expanding field of communication research. Central States Speech Journal, 29(3), 173-186.

Summarizes studies as to media-use behavior and demographic characteristics; related media content; effects on individual's responses to aging; social consequences of the interrelationship between media and aging; others.

Beck, K. (1978). Television and the older women. Television Quarterly, 15, 47-49.

Essay on double standard on aging for men and women on television. The television image of the aging woman can be cruel, but is a reflection of society's views. Aging men are seen in terms of their power, a function of their maturity and knowledge.

Bengtson, V., & De Terre, E. (1980, Spring/Summer). Aging and family relations. Marriage and Family Review, 3 (1/2), 51-76.

Discusses negative images in mass media concerning deficiencies in family support for the aged. Past mythical idealized images dysfunctional to parent-caring middle-aged and to the professional.

Bishop, J. M., & Krause, D. R. (1984, February). Depictions of aging and old age on Saturday morning television. The Gerontologist, 24(1), 91-95.

Study reveals that aging is not a dominant feature of Saturday morning network television programming. Cartoons had limited representation of the elderly and negative stereotypes of the elderly.

Black, K. D., & Bengtson, V. L. (1977). Implications of telecommunications technology for old people, families and bureaucracies. In E. Shanas & M. B. Sussman (Eds.), Family, bureaucracy, and the elderly (pp. 174-195). Durham, NC: Duke University Press.

Examines the future of the older person and his social networks in light of two-way telecommunications systems, and explores sociological implications.

Blue, G. F. (1978, April). The aging as portrayed in realistic fiction for children, 1945-1975. The Greensboro Gerontologist, 18(2), 187-192.

Content analysis revealed overall characterizations of elderly in children's books showed neither negative nor stereotypic images.

Bradford, V. (1978, February). A tarnish on the golden years. (ERIC Document Reproduction Service No. ED 150 659).

Ads from magazine depict elderly as wealthy, youthful and unwidowed. Study indicates rhetoric of magazines aged and doesn't acknowledge individual differences.

Briller, R. B., & Knight, P. (Eds.) (1985). Television Looks at Aging. New York: Television Information Office.

Sample of TV programming in the 1980's concerning elderly's needs and contributions. Describes TVs roles as a mirror and molder of images of older citizens; TV programs dealing with elderly and issues of particular interest to aging.

Broussard, E.J., Blackmon, C.R., Blackwell D.L., Smith, D., & Hunt, S. (1980, Summer). News of aged and aging in 10 metropolitan dailies. Journalism Quarterly, 57(2), 324-327.

The length, number of times and space devoted to coverage of the elderly was disproportionate to the population in a study of 10 metropolitan daily newspapers. Positive or neutral images of elderly found.

Brown, J., & Others. (1978). Writing about the elderly: Facts, sources and background material for the journalist. An Arbor: Institute of Gerontology.

Information including issues such as housing, economics, health, and leisure activities is compiled to assist those writing about elderly and their role in society.

Buchholz, M., & Bynum, J.E. (1982, November). Newspaper presentation of America's aged: A content analysis of image and role. The Gerontologist, 22(1), 83-87.

Study indicates that elderly are viewed in a positive way in newspapers. New York Times and the Daily Oklahoman were used for the content analysis.

Burdman, R. (1975, July-August). The media and health needs of the elderly. Health Education, 6(4), 14-15.

Needs for mass communication media to present information, for role models and images of aging discussed. Commercial programmers overlook elderly, the largest commercial audience.

Burns, R., & Elton, L. (1978, Spring). Reading , PA: Programming for the future (Experiments in interactive cable TV). Journal of Communication, 28(2), 148-152.

Describes community takeover of the Berks Community Television, an experiment in interactive cable television for delivery of social services to senior citizens in Reading, Penn.

Carmichael, C.W., Botan, C.H., & Hawkins, R.B. (Eds.). (1987) Human communication and the aging process. Prospect Heights, IL: Waveland Press.

Eighteen essays synthesize leading lines of research and conceptualization in communication and aging.

Carp, F.M. (1970). Communicating with elderly Mexican-Americans. The Gerontologist, 10(2), 126-134.

Among elderly Mexican-Americans, radio and TV are used more than newspapers, magazines, or the telephone for information. Family and friends also described as sources of information.

Cassata, M.B. (1967). A study of mass communications behavior and the social disengagement behavior of 177 members of the Age Center of New England. (University Microfilms: 68-2275)

Descriptive study of the role of the mass media in the social disengagement of the elderly from society. Nine indices of assumes disengagement are cross tabulated with eight indices of mass media consumption.

Cassata, M.B., Anderson, P.A. & Skill, T.D. (1980, Winter). The older adult in daytime serial drama. Journal of Communication, 30(1), 48-49.

Content analysis found the elderly are portrayed as significant members of the serials. Their profile projects positive image compared to their general portrayal on TV.

Cavanaugh, J. C. (1983, March). Comprehension and retention of television programs by 20 and 60-year olds. Journal of Gerontology, 38(2), 190-196.

Two experiments examine effects of presentation formats on the retention of TV program content. No effects were found due to the manipulation of a number of variables.

Cavanaugh, J.C. (1984). Effects of presentation format on adult's retention of television programs. Experimental aging research, 10 (1), 51-53.

Effects of retention of TV program content was examined using 2 different types of programs in 4 different program formats. Recall and recognition performances were equivalent.

Clancy, K. L. (1975, December). Preliminary observation on media use and food habits of the elderly. The Gerontologist, 529-532.

Eating habits and nutrient intakes of elderly are affected by environment. Diets of elderly are better among the more socially active. Those who watch more TV tend to eat more.

Cohen, G. (1979). Language comprehension in old age. Cognitive Psychology, 11, 412-429.

Study of the effects of aging on the comprehension of spoken language. Demands of concurrently registering surface meaning and simultaneously carrying out integrative and constructive processes exceed capacity.

Cole, C. & Houston, M.J. (1987). Encoding of media effects on consumer learning deficiencies in the elderly. Journal of Marketing Research, 24, 55-63.

Elderly subjects have general learning deficits, apparently associated with the encoding stage of information processing.

Comstock, G. (1978, Winter). Television's four highly attracted audiences. New York University Education Quarterly, 9(2), 23-28.

Heavy television viewers are more likely to perceive the world as resembling the statistics of television drama than those of real life. Minority groups, such as the elderly and poor, are stereotyped and excluded from major programming thrusts.

Connell, E. (1978, Spring). Reading, PA : Training local people (Experiments in interactive cable TV). Journal of Communication, 28(2), 153-159.

Training process for New York University-Reading Consortium interactive cable television project for the delivery of social services to senior citizens.

Constant, H. (1977, January). The image of grandparents in children's literature. Language Arts, 54(1), 33-40.
Images of grandparents and their relationships with their grandchildren are overwhelmingly positive and warm in children's literature.

Corporation for Public Broadcasting. (1980). An evaluation of Over Easy, a television series for an older people, 2nd ed. 1980. Washington, D.C. Office of Communications Research. (ERIC Document Reproduction Service No. 233 676)
The Over Easy program for elderly is capable of effectively conveying specific information on topics and services of special interest to older persons.

Cutler, N.E. & Danowski, J.A. (1980, Summer). Process gratification in aging cohorts. Journalism Quarterly, 57(2), 269-276.
Elderly exhibit age-related changes in the process gratification mode of mediated communication behavior in the context of political information seeking.

Danowski, J., A. & Hanneman, G.J. (1980, Summer). Aging preferences for interactive cable services. Journal of Broadcasting, 24(3), 337-345.
Older adults prefer newer micro-media. Older age segments have high preference for using cable to visit with friends and relatives, perform civic and state functions, and receive electronically originated print media.

Darden, L.A. (1987). Influence of channels of communication on men's clothing purchases: A cross generational study. Educational Gerontology, 13, 121-138.
Study to determine differences in use of channels of communication by younger and older men. Similarities found to be greater than differences.

Davis, J.A. (1985, July). Tuning into the elderly. Community Television Review, 8(1), 20-21.
Cable television has unique opportunity to reach older viewers and their care providers through informational programming. Requisites for such programming are outlined.

Davis, R.H. (1971, Spring). Television and the older adult. Journal of Broadcasting, 15(2), 153-159.
Study investigates the place of television in the lives of an older audience.

Davis, R.H. (1972). A description study of television in the lives of an elderly population. (ERIC Document Reproduction Service No. ED 089 368).
Elderly view TV as important, necessary, and positive. Opinion of TV varies with the individual and their age.

Relationship structure between elderly and others is influential in determining importance, socioeconomic differences were not.

Davis, R.H. (1975). Television and the image of aging. Television Quarterly, 12, 21-24.
Study finds television serves as family, companionship, and provides certain predictable appearances of "old friends" in the lives of the elderly.

Davis, R.H. (1975) Television communication and the elderly. In D. S. Woodruff & J. E. Birren (Eds.), Aging: Scientific perspectives and social issues (pp. 315-335). Cincinnati: Van Nostrand Reinhold.
Discusses television's role in informing public about processes and conditions of aging and TV as an environmental component for older people.

Davis, R.H. (1979). Understanding media as instructional aids in gerontology. Educational Gerontology, 4, 57-65.
Focus on the functions and benefits of media as instructional aids in teaching concepts and issues in aging. Materials identified and criteria for selection and use given.

Davis, R.H. (1980). Television and the aging audience. Los Angeles: University of Southern California, Ethel Percy Andrus Gerontology Center.
Reviews the influence of TV on attitudes about aging and TV's effect on the elderly population. Includes programming issues, using TV, and how to access the media.

Davis, R.H. (1983, Spring). Television health messages: What are they telling us? Generations, 43-45.
The general image of older people is essentially negative. They are often shown as powerless and frail, in poor rather than robust health.

Davis, R.H., & Davis, J.A. (1985). TV's image of the elderly: A practical guide for change. Lexington, MS: Lexington Books.
Analysis of the current portrayal of older adults on television and a profile of the older viewer. Specific ways for adults to directly and actively influence television programming are suggested.

Davis, R.H., Edwards, A.E., Bartel, D.J., & Martin, D. (1976). Assessing television viewing behavior of older adults. Journal of Broadcasting, 20(1), 69-76.
Self-reporting of TV habits by elderly is unreliable when the dependent variable is physical viewing patterns rather than content or preference statements.

Davis, R.H. & Miller, R.V. (1983). The acquisition of specialized information by older adults through utilization of new telecommunications technology. Educational Gerontology, 9, 217-232.

Elderly are heavy consumers of information delivered via the electronic media. Potential for specialized information targeting interests of older adults formats discussed.

Davis, R.H. & Westbrook, G.J. (1985, Spring). Television in the lives of the elderly: Attitudes and opinions. Journal of Broadcasting, 29(2), 209-217.

Elderly report opinions and attitudes about TV entertainment, companionship of TV, influence of programming, and the portrayal of older people.

Demos, V., & Jache, A. (1981). When you care enough: An analysis of attitudes toward aging in humorous birthday cards. The Gerontologist, 21(2), 209-215.

More birthday cards portrayed aging negatively than positively. Most cards focused on themes having to do with physical and mental characteristics, age concealment, age boundaries, and aging as a process.

Dietrick, B.A., & Ginnepra, J. (1974). Images of age: Age-sex roles of adults in children's magazine fiction between 1874 & 1944. The Gerontologist, 14, 75.

Content analysis was conducted of adult roles and their thematic significance to plots of stories for children. Seven popular journals were analyzed between 1874 and 1944.

Dimmick, J.W., McCain, T.A, & Bolton, W.T. (1979). Media and the life span. American Behavioral Scientist, 23(1), 7-31.

Discussion of changes over the life course in the uses and gratifications which individuals derive from the mass media.

Dobson, J. (1977, April). Children, death, and the media. Counseling and values, 21(3), 172-179.

Children's literature has contributed more to the development of healthy attitudes toward aging and dying than has television.

Doolittle, J. C. (1979, Summer). News media use by older adults. Journalism Quarterly, 56(2), 311-317.

News media use by older adults studied. Older adults do not necessarily use the media more than the younger. TV was the most widely used followed by print media.

Dunkle, R.E., Haug, M., Rosenberg, M. (1984). Communications technology and the elderly. New York: Springer Publishing Co.

Discusses communication technology and the elderly, the use of technology in support systems for the elderly, and older persons communications needs.

Durand, R.K., Klemmack, D.L., Roff, L.L., & Taylor, J.L. (1980). Communicating with the elderly: Reach of television and magazines. Psychological Reports, 46, 1235-1242.
Public information strategies are suggested which might be used to communicate a message to a nationwide audience of elderly persons. One must look at specific programs or magazines.

Elliott, J. (1984, December). The daytime television drama portrayal of older adults. The Gerontologist, 24(6), 628-633.
Daytime serial drama portray elderly similarly to typical elderly in the population.

Festervand, T. A., & Lumpkin, J. R. (1985). Response of elderly consumers to their portrayal by advertisers. In J. H. Leigh & C. R. Martin (Eds.), Current Issues and Research in Advertising, 1, 203-226.
Attitudes of the elderly towards advertising were examined, specifically the portrayal of the elderly in advertisements. The elderly were disenchanted with their portrayal.

Fillmer, H.T. (1984). Children's descriptions of and attitudes toward the elderly. Educational Gerontology, 10, 99-107.
Study to investigate whether children demonstrate the same stereotype of the elderly that are depicted in the media. Favorable stereotyping found.

Freimuth, V.S., & Jamieson, K. (1979). Communicating with the elderly: Shattering stereotypes. ERIC Clearinghouse on Reading and Communication Skills. (Available from: Speech Communication Association, 5205 Leesburg Pike, Falls Church, Virginia 22041)
Booklet examines stereotypes and misconceptions about the elderly. Examines media's positive and negative stereotypes, encourages empathy with the elderly regarding communication difficulties, and looks at intergenerational communication.

Gaitz, C.M., & Scott, J. (1975, February). Analysis of letters to "Dear Abby" concerning old age. The Gerontologist, 15, 47-51.
Letters to a widely read newspaper columnist were analyzed to gain understanding of the prime concern of elderly problems. Older writers concerned with loneliness, rejection, interpersonal relationships, and sexual problems.

Gantz, W., Gartenberg, H.M., & Rainbow, C.K. (1980, Winter). Approaching invisibility: The portrayal of the elderly in magazine advertisements. Journal of Communication, 30(1), 56-60.
Only six percent of all ads sampled contained older people, and the striking uniformity of their representation implies their general devaluation as consumers.

Geller, B., & Cherow, R. (1972, November). The aging: Can cable television help? Media and Methods, 9, 33-35.
Cable TV is an especially appropriate medium for the aged; providing two-way feedback and public access to the channels, a sense of security and familiarity with the community.

Gerbner, G., Gross, L., &. Signorielli, N., & Morgan, M. (1980, Winter). Aging with television: Images on television drama and conceptions of social reality. Journal of Communication, 30(1), 37-47.
Content of programs sampled and data on attitudes and opinions used to determine how conceptions of social reality are affected by television viewing habits. Gross under-representations of elderly people.

Glass, J.C., & Smith, J.L. (1985). Television as an educational and outreach medium for older adults. Educational Gerontology, 11, 247-260.
TV as a means of education and outreach for the elderly is discussed. Viewing patterns, social and psychological functions of TV, and programming preferences of older adults are explored.

Graney, M.J. (1974). Media use as a substitute activity in old age. Journal of Gerontology, 29(3), 322-324.
Relationships were found between use of TV, radio, reading, and face-to-face interaction in one's neighborhood and participation in the broader community.

Graney, M.J. (1975, October). Communication uses and the social activity constant. Communication Research, 2(4), 347-366.
Long-term intimate primary associations; short-term instrumental secondary associations; and limited feedback mass media tertiary associations were found to be distinct modes of social activity.

Graney, M.J., & Graney, E.E. (1974, Fall). Communications activity substitutions in aging. Journal of Communication, 24(4), 88-96.
Direct activity substitution between socially relevant communication activities is important in explaining changes in social participation in old age.

Greenberg, B.S., Korzenny, F., & Atkin, C.K. (1979). The portrayal of the aging: Trends on commercial television. Research on Aging, 1 (3), 319-334.
Elderly less visible on TV, comprising about 3% of all TV characters by the 1977-1978 season. Male bias in portrayal of the elderly. Elderly increasingly cast in regular, rather than guest roles.

Greenberg, B.S., Korzenny, F., & Atkin, C.K. (1980). Trends in the portrayal of the elderly. In B.S. Greenberg (Ed.), Life on Television: Content Analyses of U.S. TV Drama (pp. 23-33). Norwood, New Jersey: Ablex Publishing Corp.
See Greenberg, Korzenny, & Atkin (1979) for abstract.

Greenberg, M.G., & Frank, R.E. (1983, March-April). Leisure lifestyles: Segmentation by interests, needs, demographics, and television viewing. American Behavioral Scientist, 26(4), 439-458.
Describes social and demographic characteristics as well as the psychological needs and TV viewing behaviors of persons who exhibit each of 14 patterns of leisure activity.

Hales, C. (1985). How should the information needs of the aging be met? A delphi response. The Gerontologist, 25(2), 172-176.
Focuses on the means by which the information needs of the aging could be met. Best way is through adequately publicized activities sponsored by agencies serving older people.

Haraldsen, G. (1981). Massemediene og de eldre (Mass media and the aged). Tidsskrift for samfunnsforskning, 22(6), 503-514. (Norwegian).
Elderly use of mass media and mass media portrayal of the old and its impact on human lives. Study done in Norway.

Harris, A.J., & Feinberg, J.F. (1977). Television and aging: Is what you see what you get? The Gerontologist, 17(5), 464-468.
Impact of television on attitudes toward aging and self-perception of the elderly examined. Differences found in the ratings by various sex and age categories.

Hemming, J., Ellis, K. (1976, April). How fair is TV's image of older adults? Retirement Living, 21-24.
Poll of viewers shows an unfair representation of elderly on TV. Youth-orientation of most TV shows is seen as unjust and shortsighted in terms of industry's self-interest.

Hess, B.B. (1974, Fall). Stereotypes of the aged. Journal of Communications, 24(4), 76-85.
Popular stereotypes of aged are discussed. A sociological model of mass communication which shows the process embedded in the overall social system is explored.

Hiemstra, R. (1983, March-June). How older persons are portrayed in television advertising: implications for educators. Educational Gerontology, 9(2-3), 111-122.
Content analysis of TV commercials reveals elderly under-represented compared to their proportion of the total U.S. population. Majority of the elderly seen are men. Elderly portrayed as youthful looking and active.

Hoar, J.R. (1960, April-May). Reading, listening and viewing behavior of the aged. Dissertation Abstracts, 20, 4649.
Reading, listening and viewing behavior of 200 white persons aged 60 or more was investigated through personal interviews in Oxford, Mississippi.

Holtzman, J.M., & Akiyama, H. (1985, February). What children see: The aged on television in Japan and the United States. The Gerontologist, 25(1), 62-68.
American television was found to portray older characters more frequently and more positively than Japanese television. Cross-national comparison of American and Japanese children's favorite TV shows.

Jantz, R. K., & Others. (1979, December). A study of how the elderly are portrayed on television programs viewed by children. (ERIC Document Reproduction Service ED 173 689).
A random sample of children's programs were sampled. Older people appeared in over half the sampled shows. Older women and minorities were underrepresented.

Kafer, R.A., Rakowski, W., Lachman, M., & Hickey, T. (1980) Aging opinion survey: A report on instrument development. International Journal of Aging and Human Development, 11(4), 319-333.
Describes initial development of the Aging Opinion Survey, instrument based on a multidimensional view of attitudes towards aging and the elderly.

Kaiser, S.B., & Chandler, J.L. (1984). Fashion alienation: Older adults and the mass media. International Journal of Aging and Human Development, 19(3), 203-221.
Age is positively related to fashion alienation. There is also an inverse relationship between frequency of use of media for fashion information and fashion alienation.

Kaiser, S.B., & Chandler, J.L. (1985, Spring). Older consumers' use of media for fashion information. Journal of Broadcasting & Electronic Media, 29(2), 201-207.
Among better educated subjects, those ever 70 years and those with higher clothing expenditures reported greater use of TV for fashion information. Older women use younger TV characters to gain information for fashion.

Katori, A. (1984, September). Rogin no komyunikeishon shisutemu [Communication system of the elderly]. Soshioroji, 29(2), 83-104.
Study of the communication function of TV in the lives of elderly residents of Tokyo, Japan. Elderly who live alone watch the most TV, had the least family contact, and had the most interaction with friends.

Keegan, C.A.V. (1983) Using television to reach older people with prevention messages: The Over Easy experiment. Prevention in human services, 1(1 & 2).
The Over Easy program successfully communicated prevention information, conveyed a positive philosophy of aging, and encouraged target group utilization of existing social services for elderly.

Kelley, C. E. (1986). Communication and the aging experience: A course proposal. Communication Education, 35(1), 67-71.
A course designed for study of aging from a communication perspective. Units include intrapersonal, interpersonal, and mass communication and the aging.

Kent, K.E., Rush, R.R. (1976, Spring). How communication behavior of older persons affects their public affairs knowledge. Journalism Quarterly, 53(1), 40-46.
An exploratory study of mass and interpersonal communication behaviors of the elderly in relation to their public affairs knowledge.

Klippel, R.E., & Sweeney, T.W. (1974, April). The use of information sources by the aged consumer. The Gerontologist, 14, 163-166.
Findings indicate that aged consumers represent a distinct market segment in terms of their formal and informal information source preferences.

Korzenny, F., & Neuendorf, K. (1980, Winter). Television viewing and self-concept of the elderly. Journal of Communication, 30(1), 71-80.
Possible ill effects of elderly exposure to TV content. The functions that TV serves for the aged relate negatively to self-concept and may reflect increased alienation from society.

Krout, J.A. (1984, October). Knowledge of senior center activities among the elderly. Journal of Applied Gerontology, 3(1), 71-81.
Sources of knowledge about senior center activities cited by elderly were restricted to newspapers, family and friends, and the center publication.

Kubey, R. W. (1980, February). Television and aging: Past, present and future. The Gerontologist, 20(1), 16-35.
TV viewing increases with age, and elderly preferring informational to entertainment programming. The elderly are under-representation negatively portrayed on TV.

Kubey, R. W. (1981). Mass media and aging. In R. H. Davis, (Ed.), Aging: Prospects and Issues, (pp. 342-361). Los Angeles:U.S.C. Press.

Age stereotypes on the media will change as the elderly population grows in number and proportion. Mass media can be used to dispel myths and misconceptions about aging.

Kvasnicka, B., Beymer, B., & Perloff, R.M. (1982, Winter). Portrayals of the elderly in magazine advertisements. Journalism Quarterly, 59(4), 656-658.

Portrayal of the elderly in magazines with high general circulations are compared to magazines read mainly by senior citizens.

Langmeyer, L. (1981, November). The influence of mass media over 55 age role models: An annotated bibliography. San Rafael, CA: Select Press (P.O. Box 9838, San Rafael, CA 94912).

Langmeyer, L. (1984). Senior citizens and television advertisements: A research note. In J. L. Leigh, & C. R. Martin Jr. (Eds.), Current Issues & Research In Advertising, 1, 167-178.

Analysis of commercials for nationally advertised products show that portrayals of the elderly were neutral or slightly positive. Suggests elderly unconcerned about the stereotypes.

Loughman, C. (1977). Novels of Senescence. The Gerontologist, 17(1), 79-84.

Contemporary novels of senescence focus on inevitable process of degeneration and decay. There is little in the novels to relieve the dark picture of old age.

Mack, D. (1972, October). Furniture? ...Radio and the aged. Media and Methods, 9(2), 47-82.

Suggestions of citizen action to coerce stations into broadening their format and serving the aged of the community.

Marshall, W.H. (1975, September). Media and agencies on aging: Technical document. (ERIC Document Reproduction Service No. ED 123 541).

Technical document offers assistance in contacting media representatives, writing press releases and public service announcements, and other uses of the media.

Meadows, R.E., Fillmer, H.T. (1987). Depictions of Aging in Basal Readers of the 1960s and 1980s. Educational Gerontology, 13, 85-100.

Content analysis performed on five basal reading series published in the 60s and 80s. Study found elderly are under represented but portrayals are generally positive.

Meredith, W.H., & Rowe, G.P. (1981). Older adults, gerontologists, and newspaper reporting: Educational implications. Omaha, Nebraska: University of Nebraska, Human Development and the Family. (ERIC Document Reproduction Service No. ED 230 681)

Study concerns the perceptions of older adults and gerontologists of newspaper stories about aging.

Meyersohn, R. (1961). A critical examination of commercial entertainment. In R. W. Kleemeier, Aging and Leisure (pp. 243-272). New York: Oxford University Press.

Discusses production and consumption of entertainment and the demands that different forms of entertainment make on the users. Includes an explicit look at older adults.

Miller, J.S., & Hummel, C.F. (1983, November). Dissemination of information to the disadvantaged. Free Inquiry in Creative Sociology, 11(2), 139-142.

Telephone interviews conducted among disadvantaged, including elderly, concerning information needs on environmental issues. Inadequate perceptions of information needs.

Mobley, G.M. (1984, Fall). Electronic evangelists and political change in America: A susceptible population as a bellwether. Journal of Religion and Aging, 1(1), 31-46.

Research on the political influence of televangelists on the elderly. Televangelists have negligible influence over the elderly vote.

Moore, T.E., & Cadeau, L. (1985, July). The representation of women, the elderly, and minorities in Canadian television commercials. Canadian Journal of Behavioral Science, 17(3), 215-225.

Content analysis of TV commercials on Canadian networks. Data is discussed in terms of TV's influence on behaviors and attitudes.

Moss, M.L. (1978, Spring). Reading, PA: Research on community uses. Journal of Communication, 28(2), 160-167.

Cable TV in the delivery of social services to senior citizens promotes an increased awareness of community problems, expanded knowledge about social services, and greater involvement in social processes.

National Council on the Aging, Inc. (1985, May). Channels of Communication for Reaching Older Americans. Aging and Health Promotion: Market Research for Public Education.

Healthy Older People campaign is a nationwide effort to help older Americans achieve their highest possible levels of health and well being through effective use of mass media.

New York University Reading Consortium. (1976). Test and evaluation of public service uses of cable television: The NYU-Reading Consortium progress report. New York: New York University, Alternative Media Center, School of the Arts. (ERIC Document Reproduction No. ED 127 985).
Describes interactive cable system designed to deliver social services to senior citizens. Reviews system, technological components, and reviews programming.

Newspaper Advertising Bureau. (1981). Senior citizens and newspapers. New York: Author.
A study of senior citizens and newspapers. Includes a profile of senior citizens.

Northcott, H.C. (1975, April). Too young, too old: Age in the world of television. The Gerontologist, 15, 184-186.
Content analysis of television drama indicates the dominant age group portrayed is between 30 and 54 years. Elderly appear infrequently, are shown in contrast to competent adult males or to attractive adult females.

Nuessel, F.H.,Jr. (1982, June). The language of ageism. The Gerontologist, 22(3), 273-276.
Language used to depict the elderly is overwhelmingly negative. Guidelines for language usage in the various media suggested.

Nussbaum, J.F. (1983, Summer). Relational closeness of elderly interactions: Implications for life satisfaction. The Western Journal of Speech Communication, 47, 229-243.
An exploration of the interactive behavior of individuals over the age of 65 as it relates to life satisfaction. Results provide partial support for the activity theory.

O'Hair, H.D., Behnke, R.R., & King, P.E. (1983, March-June). Age-related patient preferences for physician communication styles. Educational Gerontology, 9(2-3), 147-158.
Highly-affective highly-informational style is preferred in a patient-physician relationship overall. Older preferred a highly affective-low informative style.

Ostman, R.E., & Jeffers, D.W. (1983). Life stages and motives for television use. International Journal of Aging and Human Development, 17(4), 315-322.
Needs and motives for television use for ages 18-87. 82% are mildly attached to TV. TV uses include entertainment, learning, pass-time, relaxation, and habit.

Owens, R.D. (1987). Effects of age, education and attitudes on learning by older adults from a documentary program. Journal of Educational Television, 13(2), 95-111.
Investigation of extent to which age, education, and attitude toward TV affect the amount learned from a documentary by adults over 50 years of age.

Oyer, H.J., & Oyer, E.J. (Eds.), (1976). Aging and communication. Baltimore: University Park Press.
Overview of communication with older people. Includes basic communication with older people, generation gaps, mass media and aging consumers, legal and public problems, and other topics.

Passuth, P.M., & Cook, F.L. (1985, February). Effects of television viewing on knowledge and attitudes about older adults: A critical re-examination. The Gerontologist, 25(1), 69-77.
Re-examination of previous study shows effects of TV viewing on knowledge and attitudes about older adults were small, restricted to younger people, and only questionably robust across measures of viewing and attitudes.

Petersen, M. (1973, February). The visibility and image of old people on television. Journalism Quarterly, 50(3), 569-573.
Study investigates the visibility and image of the aged in TV programming, and whether the visibility of old people varies by sex.

Peterson, D.A., & Eden, D.Z. (1977). Teenagers and aging: Adolescent literature as an attitude source. Educational Gerontology, 2, 311-325.
A content analysis of 53 books that have won the Newbery Medal for Adolescent Literature was conducted to determine images of older people that were presented.

Peterson, D.A., & Karnes, E.L. (1976). Older people in adolescent literature. The Gerontologist, 16(3), 225-231.
Content analysis of adolescent literature undertaken to determine types, extent, and importance of older characters. They were underdeveloped and peripheral to major action.

Phillips, L.W., & Sternthal, B. (1977, November). Age differences in information processing: A perspective of the aged consumer. Journal of Marketing Research, 14(11), 444-457.
Elderly process information differently from young, resulting in a complex set of changes in individuals' source of information, ability to learn, and susceptibility to influence.

Phillips, M.L. (1985). Mass communication and the elderly: Some implications for family structure and relations in Singapore. Media asia, 12(1), 26-32.
Implications of the relationship of mass communication and

the elderly for family structure and ties in the context of Singapore's social system.

Powell, L.A., & Williamson, J.B. (1985, Summer). The mass media and the aged. Social Policy, 16, 38-49.
Stereotyping of the aged reflects inter-generational and inter-class conflicts. Labeling old age via mass media as a deviant status serves to justify process of denying the elderly access to societal resources.

Prager, E. (1986). Old needs and new technologies: Educating Israeli family caregivers through the video medium. Educational Gerontology, 12, 453-464.
Video project developed to create informational and supportive material which can be used by families caring for their frail elderly.

Real, M.P., Anderson, H.L., & Harrington, M.H. (1980, Winter). Television access for older adults. Journal of Communication, 30(1), 81-88.
An examination of the Public Access Cable Television by and for Elders (PACE) program in San Diego. Public access programs can multiply the out reach and effectiveness of many organizations, agencies and services.

Robin, E.P. (1977). Old age in elementary school readers. Educational Gerontology, 2, 275-292.
Content analysis of school reading texts for portrayal of old age and the presentation of older characters. Both text and illustrations are studied.

Rotfeld, H.J., Reid, L.N., & Wilcox, G.B. (1982, Fall). Effect of age of models in print ads on evaluation of product and sponsor. Journalism Quarterly, 59(4), 374-381.
Results show interaction between age orientation of product and age of model, but no pervasive 'younger is better' effect was found.

Rubin, A.M. (1982, Spring). Directions in television and aging research. Journal of Broadcasting, 26(2), 537-551.
Summary of past methodological difficulties. Discusses present television and aging research along with future directions for mass communication and the elderly research.

Rubin, A.M. (1985). Media gratifications through the life cycle. Media Gratifications Research: Current Perspectives, 195-208.
Age is a useful concept for describing mass media use. There are limitations to the age view, author argues for alternatives.

Rubin, A.M., & Rubin, R.B. (1981, Winter). Age, context, and television use. Journal of Broadcasting, 25(1), 1-13.
Age, context, and TV usage studied. Environment more influential than age in determining viewing motivations, program preferences, and viewing behaviors.

Rubin, A.M., & Rubin, R.B. (1982, April). Older persons' TV viewing pattern and motivations. Communication Research, 9(2), 287-313.
Survey of elderly people regarding TV viewing. Correlations found between viewing patterns and motivations.

Rubin, A.M., & Rubin, R.B. (1982, Spring). Contextual age and television use. Human Communication Research, 8(3), 228-244.
"Contextual age" offers an alternative life-position concept to chronological age in communication and aging research. The role of TV in the lives of older persons examined.

Rubin, R.B., Rubin, A.M. (1982). Contextual age and television use: Reexamining a life-position indicator. In M. Burgoon (ed.) Communication yearbook 6 (pp. 583-604). Beverly Hills: Sage.
Exploration of contextual age as life position indicator in order to develop the construct and to examine the relationship between contextual age and TV use for an adult sample.

Rubin, A.M., & Rubin, R.B. (1986). Contextual age as a life-position index. International Journal of Aging and Human Development, 23(1), 27-45.
Contextual age construct developed and examined as a life-position index of aging. Findings reflect the weak validity of chronological age as unidimensional indicator of life-position and well-being.

Rue, V.M. (1973, Fall). Retooling information systems for aging. International Journal of Aging & Human Development, 4(4), 361-374.
Stresses the importance of adult developmental learning via continuous informational opportunities to counter the stigma of "social obsolescence" of the aging.

Rush R. R. & Kent, K. (1976). Interpersonal and mass communication in civic education. Educational Gerontology, 1, 147-156.
Interpersonal and mass communication in civic education for older adults studied. A large proportion of elderly does not appear to be learning about civic affairs from interpersonal communication or from mass media.

Rush, R.R., & Kent, K. (1976, October). Communication channel selection considerations for reaching older persons: Part one. Educational Gerontology, 1(4), 379-388.
Considerations in communication channel selection are noted and channel use of elderly is analyzed. TV and print media are among the top used.

Rush, R.R., & Kent, K. (1977, January). Communication channel selection considerations for reaching older persons: Part two. Educational Gerontology, 2(1), 71-85.
Mass media programs and publications for elderly are reviewed. Research is discussed and general considerations for using mass communication to reach older persons are presented.

Salisbury, P.A. (1981, October). Older adults as older readers: Newspaper readership after age 65. Newspaper Research Journal, 3(1), 38-44.
Education, visual acuity, and interest in current events are keys to newspaper use in later life; implications for younger readers still unclear.

Salzer, J.E., Marshall, C.L., & Glazer, E.R. (1977, Winter). The use of cable television as a tool in health education of the elderly: Screening. Health Education Monographs, 5(4), 363-378.
Cable TV channel was used to inform residents in a housing project for the elderly about a series of preventative health services. Impact of messages discussed.

Schalinske, T.F. (1968). The role of television in the life of the aged person. (ERIC Document Reproduction Service No. ED 030 074).
Relates the dynamic patterns of older adults to their use of TV within the whole range of activity patterns available to them.

Scheutz, J. (1980, January). Lifelong learning: Communication education for the elderly. Communication Education, 29(1), 33-42.
A program of communication education is proposed for the elderly. Program must focus on the personal concerns of the elderly rather than cognitive information.

Schiffman, L.G. (1971, October). Sources of information for the elderly. Journal of Advertising Research, 11(5), 33-37.
Examines impact of information and information sources on the new product trial decisions of the elderly. Attention is given to the role of personal experience.

Schramm, W. (1969). Aging and mass communication. In M.W. Riley, M.J. Riley, & M. Johnson (Eds.), Aging and Society, Volume II: Aging and the Professions (pp. 352-375). New York: Russell Sage Foundation.
Essay focuses attention on the potential of mass

communication for reintegrating the older person into the ongoing social order.

Schramm, W., & White, D.M. (1949). Age, education, economic status: Factors in newspaper reading. Journalism Quarterly, 26(2), 149-159.
Study made to establish tentative indices for the relation of a newspaper reading patterns to the age, education, and socioeconomic status of readers.

Schreiber, E.S., & Boyd, D.A. (1980, Winter). How the elderly perceive television commercials. Journal of Communication, 30(1), 61-70.
Examines perceptions of elderly viewers about the usefulness of TV commercials in making consumer decisions. Younger elderly were more influenced by TV than the over 70 viewers.

Schuerman, L.E., Eden, D.Z., & Peterson, D.A. (1977, July). Older people in women's periodical fiction. Educational Gerontology, 2(3), 327-349.
Fiction in nine womens periodicals was content analyzed. Older characters were positively portrayed, more representative of the magazine readers than of the general older population.

Shadden, B.B., & Raiford, C.A. (1986, January). Communication education and the elderly: Perceptions of knowledge and interest in further learning. Communication Education, 35(1), 23-31.
Evaluates older persons' perceptions of their knowledge of communication and communication disorders, and their interest in learning more about these topics.

Sharma, P. C. (1978) Aging and Communication: A Selected Bibliographic Research Guide, Part I: (1950-1970). Vance Bibliographies, Monticello, Illinois.
Contains 100 selected references on studies in aging and communication published between 1950-1970. References not definitive but representative.

Shinar, D. (1982, Spring). The portrayal of the elderly in four Israeli daily newspapers. Journalism Quarterly, 59(1), 92-96.
Content analysis of characters in the four top Israeli newspapers. No quantitative misrepresentation of the aged. A decline noted in the number of times the elderly are depicted.

Shinar, D., Tomer, A., & Biber, A. (1980, Winter). Images of old age in television drama imported to Israel. Journal of Communication, 30(1), 50-55.
Examines images of the elderly on TV programs imported to Israel. Older characters are presented as more independent, less liberal, more conformist, and less attractive.

Signorielli, N. (1983, Fall). Health, prevention and television: Images of the elderly and perceptions of social reality. Prevention in Human Services, 3(1), 97-117.

Examines presentation of old age and older characters on prime time network drama and relationships between TV, aging and health. Includes viewer conceptions relating to these issues.

Smith, D.M. (1979). The portrayal of elders in magazine cartoons. The Gerontologist, 19(4), 408-412.

Content analysis of 2,217 cartoons from magazines reveals a generally negative view of elders. Elders appear rather infrequently in cartoon humor, particularly in women's magazines.

Smith, M.C. (1976). Portrayal of the elderly in prescription drug advertising. The Gerontologist, 16(4), 329-334.

Content analysis was conducted to determine the portrayal of elderly and nonelderly models in ads for prescription drugs in two medical journals. Portrayals were generally negative.

Smith, R.B., & Moschis, G.P. (1985, Summer). A socialization perspective on selected consumer characteristics of the elderly. Journal of Consumer Affairs, 19(1), 74-95.

Mass media and the family may be reinforcing or developing sex-role stereotypes of elderly; consumer education may help filter puffery in advertisements.

Smith, R.B., Moschis, G.P., & Moore, R.L. (1985). Some advertising influences on the elderly consumer: Implications for theoretical consideration. In J. H. Leigh, & C. R. Martin, Jr., (Eds.) Current Issues and Research in Advertising, 1, 187-201.

Considers advertising influences on the elderly consumer and theoretical implications. Exposure to mass media advertising was positively related to traditional consumer sex-role perceptions.

Sohngen, M., & Smith R. J. (1978). Images of old age in poetry. The Gerontologist, 18(2), 181-186.

Study of the texts of 127 poems listed under "Old Age" in Granger's Index of Poetry indicates strongly negative attitudes about physical, emotional, and social losses.

Stephens, N. (1981). Media usage and media attitude changes with age and with time. Journal of Advertising, 10(1), 38-48.

Examines media use and attitudes of older adults and how they differs from younger audiences. Results suggest preferences among most adults are shifting to TV and away from newspapers.

Stephens, N. (1982). The effectiveness of time-compressed television advertisements with older adults. Journal of Advertising, 11(4), 48-55.

Recall scores tend to decline with age. Older senior citizens recalled significantly fewer commercials, products, and sales points from the test ads.

Stephens, N., & Warren, R. A. (1983). Advertising frequency requirements for older adults. Journal of Advertising Research, 23(6), 23-24.
Examines repetition effects on adults to determine whether commercials targeted to older adults require greater frequency. Found older adults do not necessarily need repetition.

Storey, D.C. (1979, April). Fifth graders meet elderly book characters. Language Arts, 56(4), 408-412.
Study evaluates ageism presented in children's books. Records children's responses to the portrayal of the elderly in literature.

Swank, C. (1979, September/October). Media uses and gratifications: Need salience and source dependence in a sample of the elderly. American Behavioral Scientist, 23(1), 95-117.
Study tests the need salience and source dependence of the elderly. The connections between media uses and gratification are noted.

Tannenbaum, P. H., & Bader, J. E. (1977). Perceptions of aging; From a research project on communication and information systems for elderly people. Fernsehen und Bildung, 11(1-2), 89-103.
Mass media, particularly radio and TV, are often directed toward heterogeneous and differentiated groups. Studies verify attitudes and opinions concerning the specific economic and psychic situation of aging and elderly.

Tannenbaum, M. H., & Others. (1981). Creating an age-integrated society: Implications for the media. White House Conference on Aging. Washington, D.C., Maryland. (Microfiche Number: ED 215 279).
This report concludes that new media technology presents the potential for more programming directed toward the needs of older Americans and offers the potential for informative services to help solve the problems of older Americans.

Thorson, J. A. (1976, June). A media approach to pre-retirement education. Adult Leadership, 344-346.
Project is an 8-part series of television programs on educational TV dealing with different aspects of planning for retirement. Seminars reinforce programs.

Ursic, A., Ursic, M. L., & Ursic, V. L. (1986, June). A longitudinal study of the use of the elderly in magazine advertising. Journal of Consumer Research, 13(1), 131-133.
Longitudinal content analysis of advertisements in several magazines show significant use of the elderly, portrayals were in relatively prestigious work situations, and older males were used more frequently than older females.

Waddell, F.E. (1975). Consumer research and programs for the elderly: The forgotten dimension. The Journal of Consumer Affairs, 9, 29-39.
Contends that few consumer research, education, and action programs focus on needs and concerns of the elderly. This study reveals the lack of reliable data and research.

Wass, H., Almerico, G., Campbell, P.V., & Tatum, J.L. (1984). Presentation of the elderly in the Sunday news. Educational Gerontology, 10(4-5), 335-348.
Content analysis of daily newspapers conducted to determine newsspace devoted to the elderly. Showed more articles were event rather than issue oriented. Metropolitan papers published more issue articles and depicted elderly in active roles.

Wass, H., Hawkins, L.V., Kelly, E.B., Magners, C.R., & McMorrow, A.M. (1985). The elderly in Sunday papers: 1963 and 1983. Educational Gerontology, 11(1), 29-39.
Examined age-related material published in Sunday editions of daily newspapers in 1963 and 1983. Total space allocated to aging increased, issue-orientated articles tripled.

Wenner, L. (1976, Winter). Functional analysis of TV viewing for older adults. Journal of Broadcasting, 20(1), 77-88.
Study concentrates on functions of TV viewing for older adults. Found that desire for information was highest.

Wigand, R.T., & Craft, E.H. (1985). Television as a socializing agent and need gratifier in mature adults. Communications: The European Journal of Communication, 11(1), 9-30.
Study focused on functions and gratifications derived from TV within a retirement community. Two alternative causal models were found to usefully explain degree of social contact.

Wimmer, R.D. (1976, Summer). Mass media and the older voter: 1972. Journal of Broadcasting, 20(3), 313-322.
Reports an investigation of media use, demographic characteristics, and political interest on voter behavior for individuals, 50 and over, during the 1972 presidential campaign.

Wober, M., & Gunter, B. (1982, November). Impressions of old people on TV and in real life. British Journal of Social Psychology, 21(4), 335-337.
TV stereotypes of elderly are compared to real life. Respondents' perceptions of the elderly in real life resembled their perceptions of the way old people appear on TV.

Young, T.J. (1979, September/October). The use of the media by older adults. American Behavioral Scientist, 23(1), 19-136.
Provides a summary of research done in the area of media uses and gratifications by the elderly.

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Scheutz, J. (1980)
Shadden, B.B., & Raiford, C.A. (1986)

D. Multiple Media/Channels

Adams, M. (1973)
Adams, M., & Groen, R. (1975)
Atkin, C.K. (1976)

Balanoff, N. (1966)
Bandy, P., & President, P.A. (1983)
Bengston, V., De Terre, E. (1980)
Black, K. E., & Bengtson, V.L. (1977)
Brown, J., & Others (1978)
Bunck, T.J., & Iwata, B.A. (1978)
Burdman, R. (1975)
Carmichael, C.W, Botan, C.H., & Hawkins, R.B. (1987)
Carp, F.M. (1970)
Cassata, M.B. (1967)
Cole, C., & Houston, M.J. (1987)
Darden, L.A., & Roper, L.L. (1987)
Davis, R.H. (1979)
Dimmick, J.W., McCain, T., & Bolton, W.I. (1979)
Doolitte, J.C. (1979)
Dunkle, R.E., Haug, M., Rosenberg, M. (1984)
Freimuth, V.S., & Jamieson, K. (1979)
Gilly, M.C., & Zeithaml, V.A. (1985)
Graney, M.J. (1974, 1975)
Graney, M.J., & Graney, E.E. (1974)
Hales, C. (1985)
Hoar, J.R. (1960)
Kaiser, S.B., & Chandler, J.L. (1984, 1985)
Kelley, C.E. (1986)
Kent, K.E., & Rush, R.R. (1976)
Krout, J.A. (1984)
Langmeyer, L. (1987)
Marshall, W.H. (1975)
Meyersohn, R. (1961)
Miller, J.S., & Hummel, C.F. (1983)
National Council on the Aging, Inc. (1985)
Nuessel, F.H., Jr. (1982)
Oyer, H.J., & Oyer, E.J. (1976)
Phillips, M.L. (1985)
Powell, L.A., & Williamson, J.B. (1985)
Prager, E. (1986)
Rue, V.M. (1973)
Rush, R.R. & Kent, K.E. (1976, 1976, 1977)
Schramm, W. (1969)
Sharma, P.C. (1978)
Shiffman, L.C. (1971)
Smith, R.B., & Moschis, G.P. (1985)
Smith, R.B., & Moschis, G.P., & Moore, R.L. (1985)
Stephens, N. (1981)
Swank, C. (1979)
Tannenbaum, M.H., & Bader, J.E. (1977)
Tannenbaum, M.H., & Others (1981)
Waddell, F.E. (1975)
Wimmer, R.D. (1976)
Young, T.J. (1979)

A. Content Analysis Studies

Ansello, E.F. (1977)
Arluke, A., & Levin, J. (1982)
Barnum, P.W. (1977)
Bishop, J.M., & Krause, D.R. (1984)
Blue, G.F. (1978)
Bradford, V. (1978)
Broussard, E.J., Blackmon, C.R., Blackwell, D.L., Smith, D.W., & Hunt, S. (1980)
Buchholz, M., & Bynum, J.E. (1982)
Cassata, M.B., Anderson, P.A., & Skill, T.D. (1980)
Constant, H. (1977)
Demos, V., & Jache, A. (1981)
Dietrick, B.A., & Ginnepra, J. (1974)
Dobson, J. (1977)
Elliott, J. (1984)
Gaitz, C.M., & Scott, J. (1975)
Gantz, W., Gartenberg, H.M., & Rainbow, C.K. (1980)
Gerbner, G., Gross, L., Signorielli, N., & Morgan, M. (1980)
Greenberg, B.S., Koryenny, F., & Atkin, C.K. (1980)
Harris, A.J., & Feinberg, J.F. (1977)
Hess, B.B. (1974)
Hiemstra, R. (1983)
Holtzman, J.M., & Akiyama, H. (1985)
Jantz, R.K., & Others (1978)
Kvansnicka, B., Beymer, B., & Perloff, R.M. (1982)
Langmeyer, L., Leigh, J.L., & Martin, C.R. (1984)
Loughman, C. (1977)
Meadows, R.E., & Fillmer, H.T. (1987)
Moore, T.E., & Cadeau, L. (1985)
Northcott, H.C. (1975)
Peterson, D.A., & Eden, D.Z. (1977)
Peterson, D.A., & Karnes, E.L. (1976)
Petersen, M. (1973)
Robin, E.P. (1977)
Rotfeld, H.J., Reid, L.N., & Wilcox, P.B. (1982)
Schuerman, L.E., Eden, D.Z., & Peterson, D.A. (1977)
Shinar, D. (1982)
Shinar, D., Tomer, A., & Biber, A. (1980)
Signorielli, N. (1983)
Smith, D.M. (1979)
Smith, M.C. (1976)
Sohngen, M., & Smith, R.J. (1978)
Thorson, J.A. (1976)
Ursic, A., Ursic, M.L., & Ursic, V.L. (1986)
Wass, H., Almerico, G., Campbell, P.V., & Tatum, J.L. (1984)
Wass, H., Hawkins, L.V., Kelly, E.B., Magners, C.R., & McMorrow, A.M. (1985)
Wober, M., & Gunter, B. (1982)

B. Experimental Studies

Atkin, C.K. (1976)
Cavanaugh, J.C. (1983, 1984)
Cohen, G. (1979)
O'Hair, H.D., Behnke, R.R., & King, P.E. (1983)
Schiffman, L.G. (1971)
Stephens, N., & Warren, R.A. (1983)
Stephens, N. (1982)

C. Observational Studies

Bunck, T.J.; Iwata, B.A. (1978)
Davis, R.H.; Edwards, A.E.; Bartel, D.J.; Martin, D. (1976)

D. Program Evaluations

Corporation for Public Broadcasting (1980)
Keegan, C.A.V. (1983)

E. Secondary Data Analysis

Atkin, C.K. (1976)
Beck, K. (1978)
Bengtson, V., & DeTerre, E. (1980)
Cole, C., & Houston, M.J. (1987)
Comstock, G. (1978)
Cutler, N.E., Danowski, J.A. (1980)
Davis, R.H. (1980)
Davis, R.H., & Miller, R.V. (1983)
Glass, J.C., Jr, & Smith, J.L. (1985)
Greenberg, M.G., Frank, R.E. (1983)
Passuth, P.M., & Cook, F.L. (1985)
Phillips, L.W., & Sternthal, B. (1977)
Powell, L.A., & Williamson, J.B. (1985)
Robin, E.P. (1977)
Rush, R. R. & Kent, K.E.M. (1976)
Rush, R. R. & Kent, K.E.M. (1976)
Rush, R. R. & Kent, K.E.M. (1977)
Wimmer, R.D. (1976)

F. Survey Research

1. Interview Studies

Abrams, M.E. (1981)
Anderson, J.E. (1962)
Adams, M., & Groen, R. (1975)
Cassata, M.B. (1967)
Danowski, J.A., & Hanneman, G.J. (1980)

Darden, L.A. (1987)
Davis, R.H. (1972)
Doolittle, J.C. (1979)
Graney, M.J. (1975)
Graney, M.J., & Graney, E.E. (1974)
Hales, C. (1985)
Hemming, J., & Ellis, K. (1976)
Hoar, J.R. (1960)
Katori, A. (1984)
Kent, K.E. (1975)
Kent, K.E., & Rush, R.R. (1976)
Korzenny, F., Neuendorf, K. (1980)
Krout, J.A. (1984)
Kubey, R.W. (1978)
Miller, J.S., & Hummel, C.F. (1983)
Newspaper Advertising Bureau (1981)
Ostman, R.E., & Jeffers, D.W. (1983)
Rubin, A.M., Rubin, R.B. (1981)
Rush, R.R., & Kent, K.E. (1976)
Schalinske, T.F. (1968)
Schramm, W., White, D.M. (1949)
Storey, D.C. (1979)
Swank, C. (1979)

2. Questionnaire Studies

Balanoff, N. (1966)
Clancy, K.L. (1975)
Davis, R.H. (1971)
Davis, R.H., & Westbrook, G.J. (1985)
Doolittle, J.C. (1979)
Durand, K., Klemmack, D.L., Roff, L.L. & Taylor, J.L. (1980)
Festervand, T.A.; Lumpkin, J.R.; Leigh, J.H. & Martin, C.R. Eds. (1985)
Gilly, M.C., & Zeithaml, V.A. (1985)
Kaiser, S.B., Chandler, J.L. (1984)
Kaiser, S.B., Chandler, J.L. (1985)
Kubey, R.W. (1978)
Meredith, W.H., & Rowe, G.P. (1981)
Mobley, G.M. (1984)
Nussbaum, J.F. (1983)
Rubin, A.M., & Rubin, R.B. (1982)
Rubin, R.B., Rubin, A.M. (1982)
Shadden, B.B., & Raiford, C.A. (1986)
Smith, R.B. & Others (1981)
Smith, R.B. & Others (1982)
Smith, R.B., & Moschis, G.P. (1985)
Smith, R.B., Moschis, G.P., & Moore, R.L. (1985)
Stephens, N. (1981)
Wigand, R.T., & Craft, E.H. (1985)
Wober, M., & Gunter, B. (1982)

G. Research Methodology

Kafer, R.A., Rakowski, W., Lachman, M., & Hickey, T. (1980)
Rubin, A.M. (1982)
Rubin, A.M., & Rubin, R.B. (1982, 1985, 1986)

H. Research Summaries

Bandy, P., & President, P.A. (1983)
Barton, R.L., & Schreiber, E. (1978)
Connell, E. (1978)
Corporation for Public Broadcasting (1980)
Kubey, R.W. (1980, 1981)
Langmeyer, L. (1987)
Powell, L.A., & Williamson, J.B. (1985)
Rubin, A.M. (1982)
Salisbury, P.A. (1981)
Schramm, W. (1969)
Sharma, P.C. (1978)
Young, T.J. (1979)

III. SUBJECT INDEX

A. Communication Interaction

O'Hair, H.D., Behnke, R.R., & King, P.E. (1983)
Oyer, H.J., & Oyer, E.J. (1976)
Rinck, C.M., Willis, F.N., & Dean, L.M. (1980)
Shadden, B.B., & Raiford, C.A. (1986)

B. Descriptions of Communication Programs

Brown, J. & Others (1978)
Burdman, R. (1975)
Burns, R., & Elton, L. (1978)
Connell, E. (1978)
Corporation for Public Broadcasting (1980)
Eitzen, M. (1977)
Freimuth, V.S., & Jamieson, K. (1979)
Mack, D. (1972)
Marshall, W.H. (1975)
New York University, N.Y. (1976)
Real, M.P., Anderson, H.L., & Harrington, M.H. (1980)
Scheutz, J. (1980)
Thorson, J.A. (1976)

C. Effects of Communication on the Elderly

Bandy, P., & President, P.A. (1983)
Bunch, T.J., & Iwata, B.A. (1978)
Cavanaugh, J.C. (1983, 1984)
Clancy, S.L. (1975)
Cole, C., & Houston, M.J. (1987)
Davis, J.A. (1985)
Davis, R.H. (1972, 1979)
Glass, J.C., & Smith, J.L. (1985)
Griffin, R.J. (1987)
Katori, A. (1984)
Kent, K.E.M., & Bush, R.N. (1975, 1976)
Korzenny, F., & Neuendorf, K. (1980)
Krout, J.A. (1984)
Kubey, R.W. (1978)
Miller, J.S., & Hummel, C.F. (1983)
Mobley, G.M. (1984)
Moss, M.L. (1978)
Passuth, P.M., & Cook, F.L. (1985)
Smith, R., & Moschis, G.P. (1985)
Smith, R., Moschis, G.P., & Moore, R.L. (1985)
Stephens, N. & Warren, R.A. (1983)
Stephens, N. (1981, 1982)

D. Portrayal of the Elderly in the Media

Ansello, E.F. (1977)
Arluke, A., & Levin, J. (1982)
Arnoff, C. (1974)
Barnum, P.W. (1977)
Beck, K. (1978)
Bengtson, V.L. & DeTerre, E. (1980)
Bishop, J.M., & Krause, D.R. (1984)
Blue, G.F. (1978)
Bradford, V. (1978)
Broussard, E.J., Blackmon, C.R., Blackwell, P.L., Smith, D.W., & Hunt, S. (1980)
Buchholz, M., & Bynum, J.E. (1982)
Cassata, M.B., Andereon, P.A., Skill, T.D. (1980)
Comstock, G. (1978)
Constant, M. (1977)
Davis, R.H. (1975)
Dietrick, B.A., & Ginnepra, J. (1974)
Dobson, J. (1977)
Elliot, J. (1984)
Festervand, T.A. & Lumpkin, J.R. (1985)
Fillmer, H.T. (1984)
Gants, W., Gartenberg, H.M., & Rainbow, C.K. (1980)
Gerbner, G., Gross, L., Signorielli, N., & Morgan, M. (1980)
Greenberg, B.S., Koryenny, F., & Atkin, C.K. (1980)
Harris, A.J., & Feinberg, J.F. (1977)
Hemming, J., & Ellis, K. (1976)
Hess, B.B. (1974)
Hiemstra, R. & others (1983)
Holtzman, J.M., & Akiyama, H. (1985)
Jantz, R.K. & Others (1978)
Kubey, R.W. (1981)
Kvanenicka, B., Beymer, B., Perloff, R.M. (1982)
Langmeyer, L. (1984)
Langmeyer, L., Leigh, J.L., & Martin, C.R., Jr. (1984)
Loughman, C. (1977)
Meadows, R.E., & Fillmer, H.T. (1987)
Meredith, W.H., & Rowe, G.P. (1981)
Moore, T.E., & Cadeau, L. (1985)
Northcott, H.C. (1975)
Nuessel, F.H., Jr. (1982)
Peterson, D.A., & Eden, D.E. (1977)
Peterson, D.A., & Karnes, E.L. (1976)
Petersen, M. (1973)
Powell, L.A., & Williamson, J.B. (1985)
Robin, E.P. (1977)
Rotfeld, H.J., Reid, L.N., & Wilcox, P.B. (1982)
Schuerman, L.E. (1977)

Shinar, D. (1982)
Shinar, D., Tomer, A., & Biber, A. (1980)
Signorielli, N. (1983)
Smith, D.M. (1979)
Smith, M.C. (1976)
Smith, W.P., & Bell, B.D. (1977)
Sohngen, M., & Smith, R.J. (1987)
Storey, D.C. (1979)
Uraic, A.C., Uraic, M.L., & Uraic, V.L. (1986)
Wass, M., Almerico, G., Campbell, P.V. & Tatum, J.L. (1984)
Wass, M., Hawkins, L.V., Kelley, E.B. Magners, C.R. & McMorrow, A.M. (1985)
Wober, M., & Gunter, B. (1982)

E. Uses of Media by the Elderly

Burd, G. (1977)
Cowgill, D.O., & Baulch, N. (1962)
Cutler, N.E., & Danowski, J.A. (1980)
Danowski, J.A., & Hanneman, G.J. (1980)
Davis, R.H. (1971)
Davis, R.H., Edwards, R.A., Bartel, D.J. & Martin, D. (1976)
Davis, R.H., & Westbrook, G.J. (1985)
Dimmick, J., McCain, T. & Bolton, W. (1979)
Durrand, E., Klenmack, D.L., Forr, L. L., & Taylor, J.L. (1980)
Geller, B., & Cherow, R. (1972)
Greenberg, M.G., & Frank, R.E. (1983)
Hoar, J.R. (1960
Hwang, J.C. (1972)
Kaiser, S.B., & Chandler, J.L. (1985)
Klippel, R.E., & Sweeney, T.W. (1974)
Nussbaum, J.F. (1983)
Rubin, A.M. (1985)
Rubin, A.M., & Rubin, R.B. (1981)
Wigand, R.T., & Craft, E.M. (1985)

F. Interpersonal Communication and the Elderly

Ashmore, M.S. (1975)
Atkin, C.K. (1976)
Balanoff, N. (1966)
Bandy, P., & President, P.A. (1983)
Black, K.E., & Bengtson, V.L. (1977)
Briller, B.D., & Knight, P. (1985)
Brown, J. & Others (1978)
Carmichael, C.W., Botan, C.H., & Hawkins, R.B. (1988)
Cassata, M.B. (1968)

Corporation for Public Broadcasting (1980)
Davis, R.H. (1980)
Davis, R.H., & Miller, R.V. (1983)
Doolittle, J.C. (1979)
Dunkle, R.E., Haug., Rosenberg, M. (1984)
Festervand, T.A., & Lumpkin, J.R. (1985)
Freimuth, V.S., & Jamieson, K. (1979)
Gilly, M.C., & Zeithaml, V.A. (1985)
Graney, M.J. (1975)
Graney, M.J., & Graney, E.E. (1974)
Hales, C. (1985)
Haraldsen, G. (1981)
Kess, B.B. (1974)
Kaiser, S.B., & Chandler, J.L. (1984)
Keegan, C.A.V. (1983)
Kelley, C.E. (1986)
Kent, K.E., & Rush, R.R. (1975, 1976)
Krout, J.A. (1984)
Kubey, J.A. (1980)
Langmeyer, L. (1981)
Mack, D. (1972)
Marshall, W.H. (1975)
Meredith, W.H., & Rowe, G.P. (1981)
Meyersohn, R. (1961)
Miller, J.S., & Hummel, C.F. (1983)
Newspaper Advertising Bureau (1981)
Nuessel, F.H. (1982)
O'Keefe, G.J. (1977)
Ostman, R.E., & Jeffers, D.W. (1983)
Oyer, M.J., & Oyer, E.J. (1976)
Phillips, L.J. (1985)
Phillips, L.W., & Sternthal, B. (1977)
Powell, L.A. (1985)
Prager, E. (1986)
Rees, M.B., & Paisley, W.J. (1967)
Rush, R.R. & Kent, K.E.M. (1976, 1976,1977)
Salisbury, P.A. (1981)
Salzer, J.E., & Marshall, C.L. & Glazer, E.R. (1977)
Schalinske, T.F. (1968)
Schiffman, L.G. (1971)
Schramm, W. (1969)
Schramm, W., & White, D.M. (1949)
Schuerman, L.E. & Eden, D.Z, & Person, D.A. (1977)
Sharma, P.C. (1978)
Smith, R.B., & Moschis, G.P. (1985)
Smith, R.B., & Moschis, G.P., & Moore, R.L. (1985)
Stephens, N. (1981)
Swank, C. (1979)
Tannenbaum, P.H., & Bader, J.E. (1977)
Tannenbaum, M.C. & Others (1981)

Waddell, F.E. (1975)
Wimmer, R.D. (1975)
Young, T.J. (1979)

G. Advertising and the Elderly

Darden, L.A. (1987)
Hiemstra, R. (1983)
Langmeyer, L. (1984)
Stephens, N. (1982)
Warren, R.A. (1983)
Ursic, A., Ursic, M.L., & Ursic, V.L. (1986)

IV. AUTHOR INDEX

Abrams, M.E. (1981)
Adams, M. (1973)
Adams, M., & Groen, R. (1975)
Anderson, J.E. (1962)
Ansello, E.F. (1977)
Arluke, A., & Levin, J. (1982)
Arnoff, C. (1974)
Ashmore, H.S. (1975)
Atkin, C.K. (1976)

Balanoff, N. (1966)
Bandy, P., & President P.A. (1983)
Barnum, P.W. (1977)
Barton, R.L., & Schreiber, E. (1978)
Beck, K. (1978)
Bengtson, V., & De Terre, E. (1980)
Bishop, J.M. & Krause, D.R. (1984)
Black, K.D. & Bengtson, V.L. (1977)
Blue, G.F. (1978)
Bradford, V. (1978)
Briller, B.R. & Knight, P. (1985)
Broussard, E.J., Blackmon, C.R., Blackwell, D.L., Smith, D. & Hunt, S. (1980)
Brown, J. (1978)
Buchholz, M. & Bynum, J.E. (1982)
Bunck, T.J., & Iwata, B.A. (1978)
Burdman, R. (1975)
Burns, R., & Elton, L. (1978)

Carmichael, C.W., Botan, C.H., & Hawkins, R.B. (1987)
Carp, F.M. (1970)
Cassata, M.B. (1967)
Cassata, M.B., Anderson, P.A., & Skill, T.D. (1980)
Cavanaugh, J.C. (1983, 1984)
Clancy, K.L. (1975)
Cohen, G. (1979)
Cole, G., & Houston, M.J. (1987)
Comstock, G. (1978)
Connell, E. (1978)
Constant, H. (1977)
Corporation for Public Broadcasting (1980)
Culter, N.E. & Danowski, J.A. (1980)

Danowski, J.A. & Hanneman, G.J. (1980)
Darden, L.A., & Roper, L.L. (1987)
Davis, J.A. (1985)
Davis, R.H. (1971, 1972, 1975, 1975, 1979, 1980, 1983)
Davis, R.H., & Davis, J.A. (1985)
Davis, R.H., Edwards, A.E., Bartel, D.J., & Martin. D. (1976)

Davis, R.H., & Miller, R.V. (1983)
Davis, R.H., & Westbrook, G.J. (1985)
Demos, V., & Jache, A. (1981)
Dietrick, B.A., Ginnepra, J. (1974)
Dimmick, J.W., McCain, T.A., Bolton, W.T. (1979)
Dobson, J. (1977)
Doolittle, J.C. (1979)
Dunkle, R. E., Haug, M., & Rosenberg, M. (1984)
Durand, R.K., Klemmack, D.L., Roff, L.L., & Taylor, J.L. (1980)

Elliot, J. (1984)

Festervand, T.A., & Lumpkin, J.R. (1985)
Fillmer, H.T. (1984)
Freimuth, V.S., & Jamieson, K. (1979)

Gaitz, C.M., & Scott, J. (1975)
Gantz, W., Gartenberg, H.M., & Rainbow, C.K. (1980)
Geller, B., & Cherow, R. (1972)
Gerbner, G., Gross, L., Signorielli, N., & Morgan, M. (1980)
Glass, J.C., Smith, J.L. (1985)
Graney, M.J. (1974, 1975)
Graney, M.J., & Graney, E.E. (1974)
Greenberg, B.S., Korzenny, F., & Atkin, C.K. (1979, 1980)
Greenberg, M.G., & Frank, R.E. (1983)

Hales, C. (1985)
Haraldsen, G. (1981)
Harris, A.J., & Feinberg, J.F. (1977)
Hemming, J., & Ellis, K. (1976)
Hess, B.B. (1974)
Hiemstra, R. (1983)
Hoar, J.R. (1960)
Holtzman, J.M., & Akiyama, H. (1985)

Jantz, R.K. (1979)

Kafer, R.A., Rakowski, W., Lachman, M., & Hickey, T. (1980)
Kaiser, S.B., Chandler, J.L. (1984, 1985)
Katori, A. (1984)
Keegan, C.A.V. (1983)
Kelley, C.E. (1986)
Kent, K.E., & Rush, R.R. (1975, 1976)
Klippel, R.E., & Sweeney, T.W. (1974)
Korzenny, F., & Neuendorf, K. (1980)
Krout, J.A. (1984)
Kubey, R.W. (1980, 1981)
Kvansnicka, B., Beymer, B., & Perloff, R.M. (1982)

Langmeyer, L. (1984, 1987)
Loughman, C. (1977)

Mack, D. (1972)
Marshall, W.H. (1975)
Meadows, R.E., & Fillmer, H.T. (1987)
Meredith, W.H., & Rowe, G.P. (1981)
Meyersohn, R. (1961)
Miller, J.S., & Hummel, C.F. (1983)
Mobley, G.M. (1984)
Moore, T.E., & Cadeau, L. (1985)
Moss, M.L. (1978)

National Council on the Aging, Inc. (1985)
New York University Reading Consortium (1976)
Newspaper Advertising Bureau (1981)
Northcott, H.C. (1975)
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